

The One Absolute Essential to Christmas Joy--Music

The one gift that fully conveys the Christmas spirit and carries delight and happy remembrance for a lifetime--A MUSICAL INSTRUMENT FROM CRAFTS

Open Every Evening
Until 10 P. M.

121
E. Broad

Crafts Piano Co.

INCORPORATED

RICHMOND'S FOREMOST MUSIC HOUSE

121
E. Broad

Open Every Evening
Until 10 P. M.



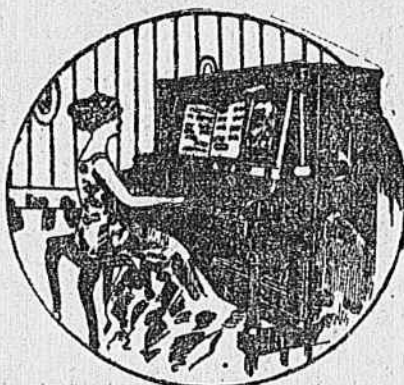
Our Line of New
PIANOS AND PLAYER-PIANOS
Represents the finest instruments in the world, including the now famous Henry & S. G. Lindeman, Fischer, Ludlow, Crafts, and the greatest of them all, the world-renowned Chickering--in fact, nearly all of the good makes are sold here, and, no matter what Piano you desire, it is wise to visit Crafts first.
MAIL ORDERS FILLED.

FOR years the most discriminating purchasers of musical instruments have made their selections at Crafts, because only at Crafts could they choose from the finest productions of the world's leading makers; because only at Crafts could they secure instruments of really high quality without the necessity of paying excessive prices.

This year, Crafts, with the added facilities of the best appointed, best equipped, best stocked, most attractive and most reliable department music house in the South, is the acknowledged headquarters for musical gifts. Whether the selection be for beginner or artist, it can be made most satisfactorily at Crafts, where you may choose from unlimited stocks with the suggestions and advice of musical experts to aid you.



Now is the time to
"Talk with Crafts"



Now is the time to
"Talk with Crafts"

Rare Christmas Bargains In Slightly Used Player-Pianos

These instruments are, in most instances, nearly new, and at our special Christmas Sale Prices represent the greatest values that it has ever been our pleasure to offer.

MAKE	Former Price	NOW	MAKE	Former Price	NOW
Henry & S. G. Lindeman	\$900	\$637	Holmes & Son	700	486
Marshall & Wendall	750	536	Crafts	775	536
Stults & Co.	700	402	American	650	346
Stults & Co.	700	364	Ludlow	600	332

Membership in our **PLAYER MUSIC CIRCULATING LIBRARY** is included with the above Players, and entitles the purchaser to choose selections from the largest circulating library in the South for the period of four years without charge. We have a big stock of used Rolls, both 65 and 88 note, we are offering for 20c per roll up.

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A Crafts Club Piano or Player-Piano Makes a Fine Xmas Gift

It is not too late to join either of the clubs.

CLUB PIANOS.	CLUB PLAYERS.
\$257.50	\$425.00
\$5 cash--\$1.25 a week.	\$5 cash--\$2.00 a week.
No interest added. Worth \$350.	No interest added. Worth \$700.

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Rare Xmas Bargains in Slightly Used Pianos

Instruments taken in exchange for the world famous CHICKERING and Henry & S. G. Lindeman Pianos and Players, including concert used instruments and others that are practically new. The values are truly remarkable, and represent great savings to you. A few of them are mentioned here:

Make	Finish	Former Price	Now	Make	Finish	Former Price	Now
Kingsbury	Mahogany	\$250	\$187	Marshall & Wendall	Mahogany	400	220
Standard	Walnut	265	176	Marshall & Wendall	Mahogany	375	215
Kimball	Mahogany	290	185	Marshall & Wendall	Mahogany	325	202
Everett	Oak	350	190	Cable	Fancy Mahogany	235	180
Heinze	Mahogany	200	101	Schubert	Mahogany	250	189
Hahn & Son	Rosewood	300	105	Crafts	Mahogany	350	208
Davenport & Tracey	Walnut	290	198	Crafts	Mahogany	450	327
Chickering	Walnut	550	350	Ludlow	Mahogany	335	173
Steinway	Mahogany	500	235	Ludlow	Mahogany	385	227
Fischer	Rosewood	500	297	Ludlow	Mahogany	335	186
Henry & S. G. Lindeman	Mahogany	490	310	Ludlow	Mahogany	335	236

MAIL ORDERS FILLED.

Small Musical Instruments

Of high quality at greatly reduced prices--a most fortunate Christmas sale for you.

MANDOLINS

All \$ 5.00 Mandolins now	\$ 3.50
All 6.50 Mandolins now	5.25
All 12.50 Mandolins now	10.00
All 15.00 Mandolins now	11.75
All 20.00 Mandolins now	16.50

MAIL ORDERS FILLED.

VIOLINS

All \$ 6.50 Violins now	\$ 4.25
All 7.75 Violins now	5.00
All 8.00 Violins now	6.25
All 20.00 Violins now	18.00
All 25.00 Violins now	20.00
All 50.00 Violins now	38.00

MAIL ORDERS FILLED.

BANJOS

All \$ 6.00 Banjos now	\$ 4.50
All 10.00 Banjos now	7.75
All 18.00 Banjos now	14.25
All 25.00 Banjos now	18.00
All 30.00 Banjos now	24.50

MAIL ORDERS FILLED.

GUITARS

All \$10.00 Guitars now	\$ 7.25
All 15.00 Guitars now	12.00
All 18.00 Guitars now	14.75
All 24.00 Guitars now	19.50

MAIL ORDERS FILLED.

AUTOHARPS

All \$4.00 Autoharps now	\$2.50
All 5.00 Autoharps now	3.50
All 8.00 Autoharps now	5.75

MAIL ORDERS FILLED.

CORNETS

All \$15.00 Cornets now	\$12.50
All 18.00 Cornets now	15.00
All 25.00 Cornets now	18.00

MAIL ORDERS FILLED.

BUGLES

All \$5.00 Bugles now	\$3.49
All 6.00 Bugles now	4.80

MAIL ORDERS FILLED.

PICCOLOS

All \$ 4.50 Piccolos now	\$2.50
All 7.50 Piccolos now	5.25
All 10.00 Piccolos now	8.50

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SUNDY INSTRUMENTS

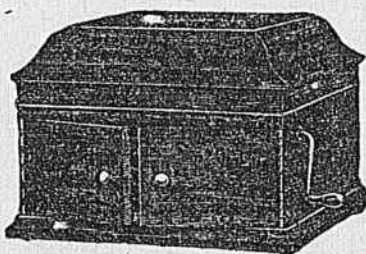
Harmonicas, Flutes, Jew's Harps, Children's Music Boxes, 50c up. Music Stands and Tambourines in great variety.

MAIL ORDERS FILLED.

DRUMS

A complete stock of Drums, in all sizes and styles, at greatly reduced prices.

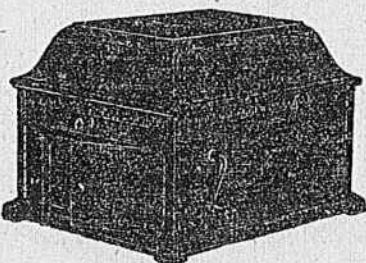
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THIS VICTROLA \$40.

Our stock of Victor Records includes every number in the Victor catalog--vocal and instrumental, religious, operatic, classic and popular selections.

A few choice Columbia Records at cut prices.



THIS VICTROLA \$100.

Crafts Victor-Victrola Department

Is the largest and most complete Victor store in Richmond, and carries in stock, for your approval and selection, every Victor product.

VICTORS \$10 to \$100 **VICTROLAS \$15 to \$400**

In our Victor-Victrola show rooms you will find every Victor-Victrola style in every finish.

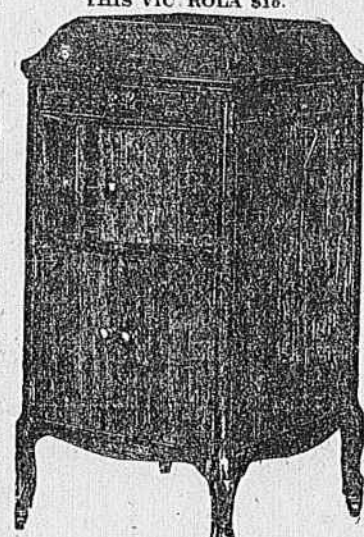
Victor instruments are in great demand for gift purposes this season, and it is possible that even our large stock may be depleted during the last few days before Christmas, hence we suggest that you make your selections early to guard against disappointment. We will deliver later if you wish.

Come in and hear your favorite selections rendered on the different Victor instruments, choose the Victor or Victrola that pleases you best, and pay for it later in little sums at your convenience.

MAIL ORDERS FILLED.



THIS VICTROLA \$15.



THIS VICTROLA \$150.

Crafts Sheet Music Department

Is exceptionally complete, and its stock includes practically every piece of music and music book published, and we endeavor to place at the disposal of choir masters, teachers and musicians every facility for supplying their needs promptly and efficiently, making a particular specialty of grading and selecting music for them.

We carry a full line of Schirmer's, Ditson's, Church's and other leading American and foreign publications.

MAIL ORDERS RECEIVE CAREFUL ATTENTION.

Popular Music

The largest stock in the South to choose from.

2 Copies for
10c

MAIL ORDERS FILLED.



METHODS

For Violin, Mandolin, Banjo, Piano, Reed and Pipe Organ.

Operatic Selections

A large and carefully chosen stock to select from at very low prices.

MAIL ORDERS FILLED.



Musical Merchandise

That reaches the Crafts standard of quality at lower prices than you should expect to pay elsewhere.

MUSIC SATCHELS, ROLLS AND PORTFOLIOS

Music Rolls from	25c to \$3.50
Music Satchels from	\$1.00 to \$10.50
Portfolios from	75c to \$8.00

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SMALL MUSICAL INSTRUMENT BAGS	
All 75c Violin Bags now	60c
All 75c Banjo Bags now	60c
All 75c Mandolin Bags now	60c
All 75c Guitar Bags now	60c

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VIOLIN CASES	
All \$ 2.00 Violin Cases now	\$ 1.49
All 5.00 Violin Cases now	2.98
All 8.00 Violin Cases now	4.97
All 15.00 Violin Cases now	8.92
All 25.00 Violin Cases now	12.97
All 35.00 Violin Cases now	19.38
All 45.00 Violin Cases now	23.55

MAIL ORDERS FILLED.

MUSICAL MERCHANDISE	
Violin Chin Rests	60c up
Violin Rosin	5c up
Violin Bow Hair	25c up
Clarinet Reeds	10c up
Tail Pieces, Pegs, Bridges, Heads, Imported and Domestic Strings and Sundries for all Musical Instruments at lowest prices.	

MAIL ORDERS FILLED.

VIOLIN BOWS	
All \$1.00 Violin Bows now	\$.80
All 1.50 Violin Bows now	1.00
All 2.50 Violin Bows now	1.70
All 3.00 Violin Bows now	2.27
All 5.00 Violin Bows now	3.10
All 5.50 Violin Bows now	5.00

MAIL ORDERS FILLED.

ACCORDIONS	
All \$ 4.00 Accordions now	\$ 2.22
All 5.00 Accordions now	3.15
All 6.00 Accordions now	3.70
All 8.00 Accordions now	5.72
All 18.00 Accordions now	10.50

MAIL ORDERS FILLED.

CLARINETTS	
All \$15.00 Clarinets now	\$11.49
All 25.00 Clarinets now	17.50
All 35.00 Clarinets now	28.00
All 50.00 Clarinets now	42.50

MAIL ORDERS FILLED.

FLUTES	
All \$15.00 Flutes now	\$ 8.70
All 25.00 Flutes now	12.75

MAIL ORDERS FILLED.



THE CRAFTS PIANO CO., 121 East Broad Street, RICHMOND, VA.